

ORDER



Orders
Order / Rev: 185930
Alt Order #:
Product Desc: Obama for America
Estimate: 1844 Sked A
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: GMMB Inc.
Buying Contact: Kristen Keuleman
Billing Contact:
 1010 Wisconsin Ave, NW
 Washington DC, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: President/Obama (D)
Demographic: A25-54
Product Codes: PL1-President
Priority: P3
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: MAJ
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	38	\$31,425.00	\$26,711.25
10/01/12	10/01/12	5	\$8,475.00	\$7,203.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	38	\$31,425.00	\$26,711.25	0.00
October 2012	5	\$8,475.00	\$7,203.75	0.00
Totals	43	\$39,900.00	\$33,915.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/29/12	09/29/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-		1				\$200.00		0.00			
N 2	KMGH	09/29/12	09/29/12	7-9a Sat Morning News CA 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	3	\$150.00	PREE	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-		3				\$150.00		0.00			
N 3	KMGH	09/30/12	09/30/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S		1				\$100.00		0.00			
N 4	KMGH	09/30/12	09/30/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S		1				\$200.00		0.00			
N 5	KMGH	09/30/12	09/30/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$150.00	PREE	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S		1				\$150.00		0.00			
N 6	KMGH	09/25/12	09/28/12	The View THE VIEW	CA	10A-11A	-TWTF--	:30	4	\$825.00	P2	0.00	NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KMGH	09/25/12	09/28/12	The View THE VIEW	CA	10A-11A	- TWTF - -	:30	4	\$825.00	P2	0.00	NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF - -					4	\$825.00		0.00			
N 7	KMGH	10/01/12	10/01/12	The View THE VIEW	CA	10A-11A	M - - - - -	:30	1	\$300.00	PREE	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M - - - - -					1	\$300.00		0.00			
N 8	KMGH	09/25/12	09/28/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	- TWTF - -	:30	4	\$175.00	PREE	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF - -					4	\$175.00		0.00			
N 9	KMGH	10/01/12	10/01/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	M - - - - -	:30	1	\$200.00	PREE	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M - - - - -					1	\$200.00		0.00			
N 10	KMGH	09/25/12	09/28/12	The CHEW The CHEW	CA	1157A-1P	- TWTF - -	:30	4	\$200.00	P3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF - -					4	\$200.00		0.00			
N 11	KMGH	10/01/12	10/01/12	The CHEW The CHEW	CA	1157A-1P	M - - - - -	:30	1	\$175.00	PREE	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M - - - - -					1	\$175.00		0.00			
N 12	KMGH	09/25/12	09/28/12	M-F 2-230pm M-F 2-230pm	CA	2-230pm	- TWTF - -	:30	3	\$175.00	PREE	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF - -					3	\$175.00		0.00			
N 13	KMGH	09/25/12	09/28/12	M-F 230-3pm M-F 230-3pm	CA	230-3p	- TWTF - -	:30	2	\$175.00	PREE	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF - -					2	\$175.00		0.00			
N 14	KMGH	09/25/12	09/28/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	- TWTF - -	:30	3	\$950.00	P2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF - -					3	\$950.00		0.00			
N 15	KMGH	09/29/12	09/29/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	- - - - - S -	:30	1	\$200.00	PREE	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- - - - - S -					1	\$200.00		0.00			
N 16	KMGH	09/30/12	09/30/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	- - - - - S	:30	1	\$200.00	PREE	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- - - - - S					1	\$200.00		0.00			
N 17	KMGH	10/01/12	10/01/12	ABC Mon A Dancing With The Stars	CA	7P-9P	M - - - - -	:30	1	\$4,000.00	PREE	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M - - - - -					1	\$4,000.00		0.00			
N 18	KMGH	10/01/12	10/01/12	ABC Mon C Mon C	CA	9P-10P	M - - - - -	:30	1	\$3,800.00	PREE	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M - - - - -					1	\$3,800.00		0.00			
N 19	KMGH	09/25/12	09/25/12	ABC Tue A ABC Tue A	CA	7P-9P (7:00 PM-8:00 PM)	- T - - - - -	:30	1	\$2,800.00	PREE	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- T - - - - -					1	\$2,800.00		0.00			
N 20	KMGH	09/25/12	09/25/12	ABC Tue C ABC Tue C	CA	9P-10P	- T - - - - -	:30	1	\$6,750.00	P2	0.00	NM	1	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N20	KMGH	09/25/12	09/25/12	ABC Tue C ABC Tue C	CA	9P-10P	-T-----	:30	1	\$6,750.00	P2	0.00	NM	1	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/25/12	10/01/12	-T-----		1			\$6,750.00		0.00				
N22	KMGH	09/28/12	09/28/12	ABC Fri B ABC Fri B	CA	8P-9P	----F--	:30	1	\$700.00	PREE	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/25/12	10/01/12	----F--		1			\$700.00		0.00				
N23	KMGH	09/30/12	09/30/12	ABC Sun B ABC Sun B	CA	7P-8P	-----S	:30	1	\$3,800.00	PREE	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/25/12	10/01/12	-----S		1			\$3,800.00		0.00				
N24	KMGH	09/30/12	09/30/12	ABC Sun C ABC Sun C	CA	8P-9P	-----S	:30	1	\$6,750.00	P2	0.00	NM	1	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/25/12	10/01/12	-----S		1			\$6,750.00		0.00				
N25	KMGH	09/25/12	09/28/12	Nightline Nightline	CA	1037P-1103P	-TWTF--	:30	4	\$150.00	PREE	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/25/12	10/01/12	-TWTF--		4			\$150.00		0.00				
Totals													43	\$39,900.00	